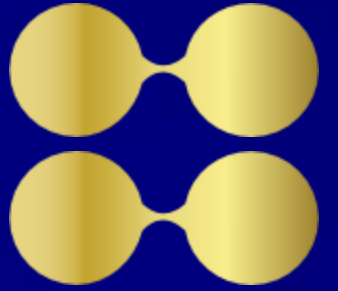


SeeQ®



connect

IEM & AI Track

#allin





Energy Transfer & The Seeq Ad-Vantage

Trey Morris

Patrick Weber

Energy Transfer

Seeq





Trey Morris

Principal Specialist -
Operational Data Analytics

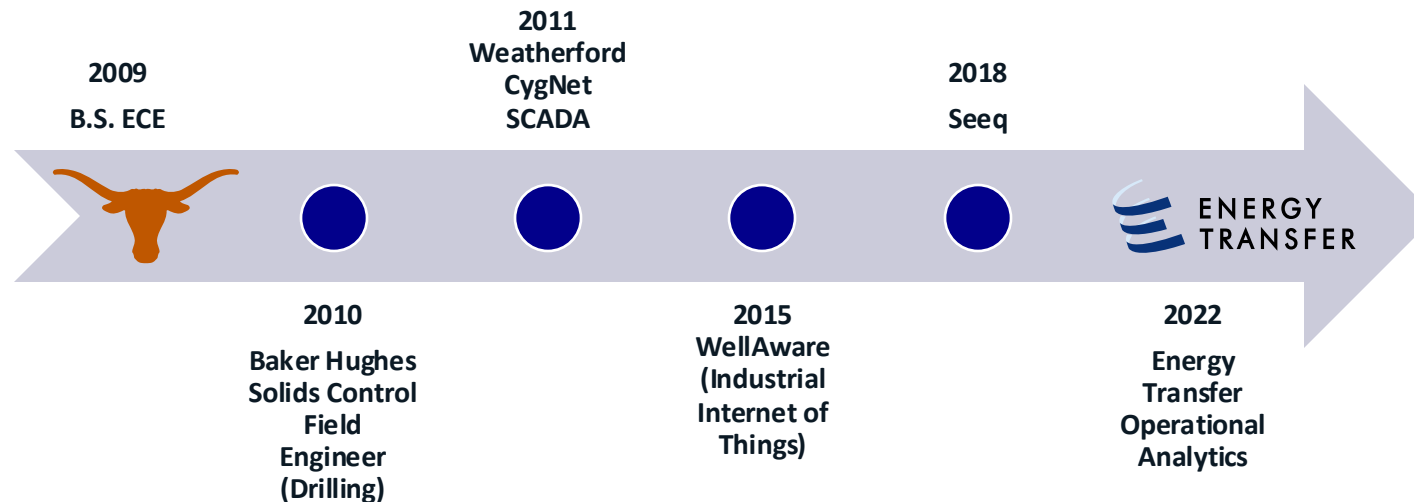


Patrick Weber

Analytics Engineer, Seeq

Introduction – Trey Morris

- Joined Energy Transfer September 2022
- Principal Specialist – IT - Operational Data Analytics
- Bachelor's of Science – Electrical and Computer Engineering
- 15 years experience focused on Oil and Gas Operations
 - **Offshore Drilling Solids Control**
 - **SCADA for Upstream, Midstream, Downstream**
 - **IIoT Solutions for Control, Monitoring and Regulatory Compliance**
 - **Industrial Data Analytics, Machine Learning, etc.**



Overview

- Who is the Ops Analytics team and what we do?
- Seeq & Energy Transfer : Better Together
- Seeq Ad - “Vantage”
- Seeq AI Assistant

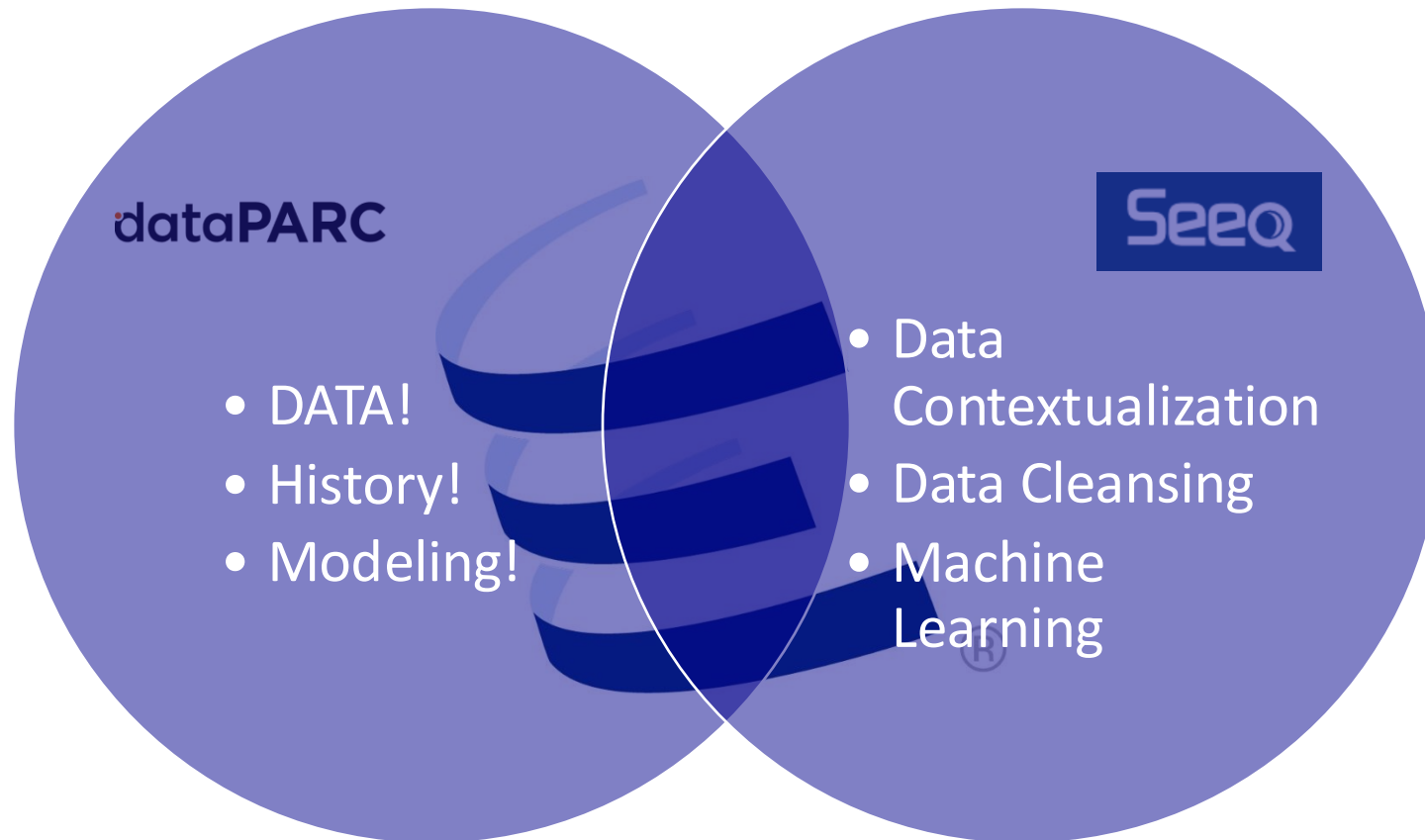
Operational Data Analytics

Our Data Analytics Team

- **Focus on leveraging data to improve operations, maintenance, and asset reliability.**
- **“Better Together”** - We collaborate cross-functionally with engineering, IT, and operations teams to ensure that data is not only collected but also **transformed** into **actionable insights** to improve efficiency and reliability across our operations.



Operational Data Analytics: EMPOWERING Solutions



Seeq & Energy Transfer: The Vision for a Collaborative Future

Energy Transfer's Reliability team identified the need for better asset monitoring to drive reliability and performance across our infrastructure. **The vision was clear: utilize advanced analytics to provide deeper insights**

In response, Seeq was the partner that could truly make this vision come to life—transforming concepts into **real, scalable solutions** that were flexible enough to meet Energy Transfer's specific needs.

Seeq + Energy Transfer =
"Better Together"



Better Together: Partnership of Collaboration

Seeq is more than a vendor...

They are a collaborative lighthouse partner, working with us to enhance asset management through shared goals and a unified vision.



By embracing a “**Better Together**” mindset, we fostered innovation, problem-solved as one team, and achieved greater success through true collaboration.

Teamwork Makes the Dream Work

Seeq's Commitment to Energy Transfer

- Seeq's willingness to truly listen to our needs and engage with our team to develop a solution tailored to our specific requirements has been invaluable.
- The collaborative approach ensured that solutions were not only feasible but practical and scalable — something that has had a lasting impact on our operations.
- Seeq's insights have empowered our team to make data-driven decisions faster, more effectively, and with greater confidence.

Delivering Results Through Partnership

- Through this collaboration, we were able to move beyond traditional asset monitoring and begin leveraging advanced data analytics to prevent issues before they become critical.

This partnership truly embodies the "Better Together" theme, as both Energy Transfer and Seeq continually worked hand-in-hand to drive value at every stage of the project, from concept to implementation.

TABLE SCALING – Unlocking the Power of IEM*

- **Table Scaling: Your Data, Your Control**

- One of the key capabilities provided by Seeq leveraged by the Vantage platform is the ability to fully control your data model and metadata.
- This empowers Energy Transfer to adapt the platform to our unique operational requirements, ensuring it scales effectively as our needs evolve.

- **CSV Import Feature:** Easy script-less CSV imports support asset tree evolution and empowers application of critical metadata : operational areas, technicians, products. Simplifying data model development and usefulness!

- **Empowering Asset Monitoring:** This feature enables Energy Transfer to do more with the data we already have. By adding metadata to assets, we can enrich the data model, allowing for deeper insights and more precise operations.

- **How Vantage Supports Real-Time Monitoring and Collaboration**

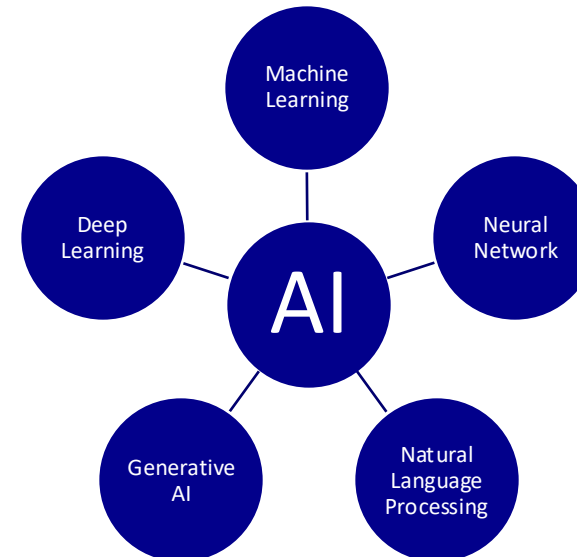
- Vantage’s flexibility supports condition-agnostic monitoring. Whether tracking operational alerts, efficiency metrics, machine learning predictions, or statistical deviations, we can monitor assets based on any condition, enhancing our proactive approach to asset management.

- **Vantage Room:** Vantage provides a “virtual room” for collaboration, where all stakeholders have access to a single source of truth.

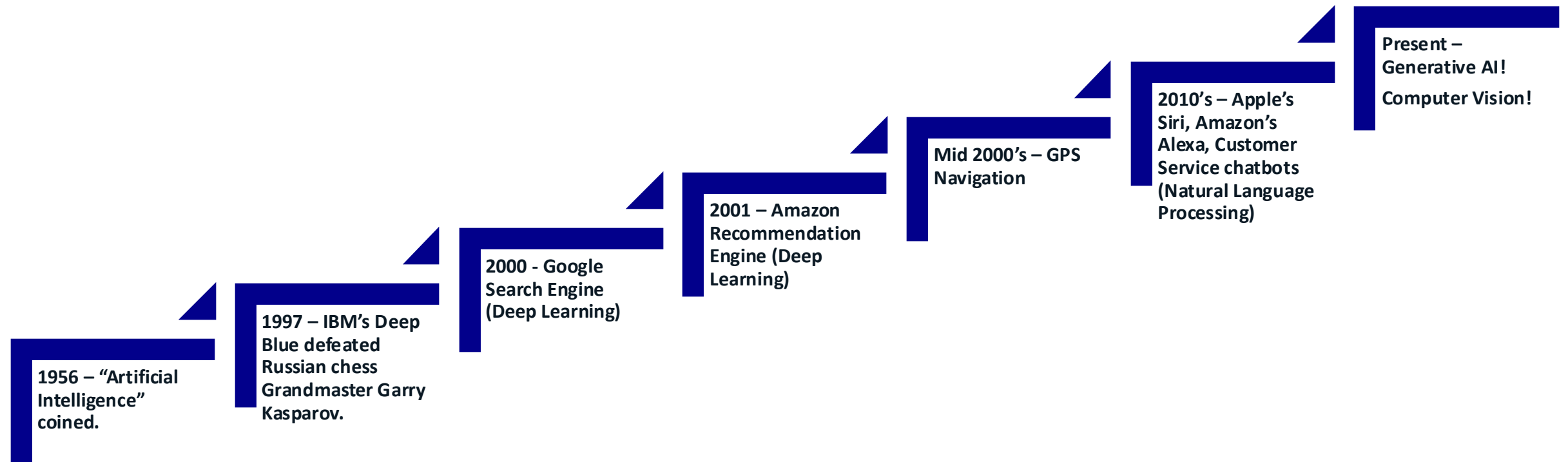
- Access to data and insights supports agile decision-making
- Enables targeted resource deployment, whether by area, asset type, or other critical operational factors.
- AI Assistant Empowers SMEs, Operations and Leadership with additional analytics, clear intuitive charts and shorter time to insight!

What is Artificial Intelligence (AI)?

- Artificial intelligence (AI) is the theory of computer systems that can perform complex tasks. Machine learning (ML) is the process by which computers learn new things
- Artificial intelligence is the simulation of human intelligence processes by machines, especially computer systems. Specific applications of AI include expert systems, natural language processing, speech recognition and machine vision.
- Artificial Intelligence (AI) works by simulating human intelligence through the use of algorithms, data, and computational power.



AI Drives the World Today



Leveraging Seeq's AI Assistant for Deeper Insights



AI-Powered Visualizations for Instant Insights

- **Faster Understanding:** Converts complex data into clear, intuitive charts.
- **No Technical Expertise Needed:** Makes analytics accessible to all users.
- **Quick Trend Detection:** Easily spot patterns, anomalies, and performance shifts.



Empowering Leadership & Operations Teams

- **Better Decision-Making:** Data-driven insights without relying on analysts.
- **Improved Collaboration:** Aligns leadership, operations, and frontline teams.
- **Greater Efficiency:** Reduces time spent interpreting raw data.



Real-Time Analytics for Proactive Action

- **Instant Event Aggregation:** Monitors key operational events in near real time.
- **Early Issue Detection:** Identifies anomalies before they escalate.
- **Optimized Resource Allocation:** Ensures focus on critical priorities.

Key Takeaways: Better Together

The True Value of Partnership

The collaboration between Energy Transfer and Seeq exemplifies the power of working “Better Together.” By combining Seeq’s deep industry expertise with Energy Transfer’s operational insights, we have created a solution that works seamlessly within our specific context, driving real, measurable value for our organization.

The results speak for themselves: better asset monitoring, more agile operations, and the ability to scale our monitoring and analytics tools as our needs grow.

Empowering Operations with Scalable Tools

With Seeq and Vantage, Energy Transfer now has the tools to monitor assets in a more comprehensive, data-driven way, improving performance, reliability, and operational decision-making across the board.

Looking Ahead

This partnership is just the beginning. As we continue to work “**Better Together**,” we’re excited about the possibilities for future enhancements and the ongoing evolution of our asset monitoring capabilities.



Questions?
